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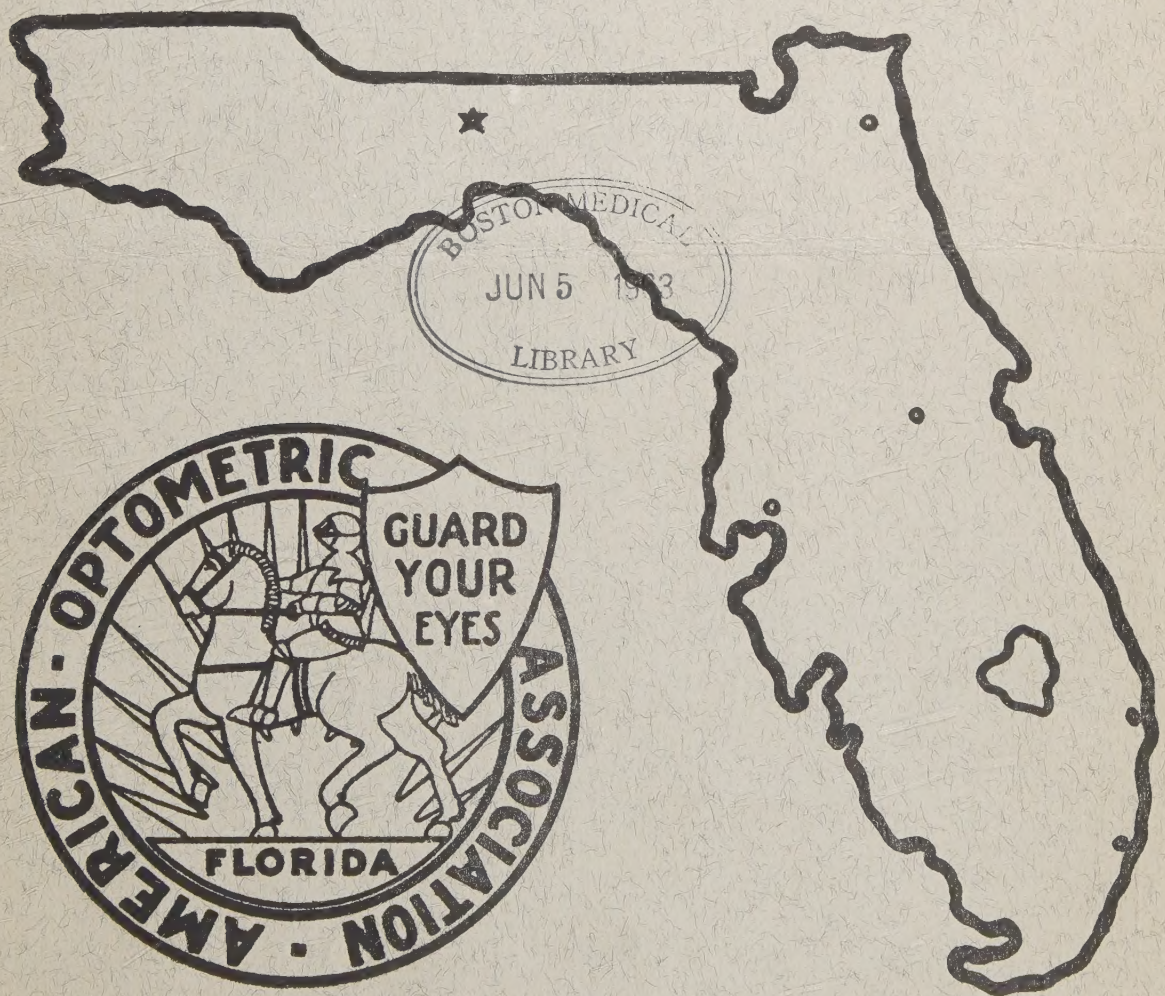
The FLORIDA OPTOMETRIST

VOLUME 4 JULY - AUGUST, 1947 NUMBER 4



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The Florida Optometrist

Official publication of the Florida Optometric Association. Published bi-monthly at St. Petersburg, Florida.

VOLUME 4 JULY-AUGUST, 1947 NUMBER 4

THE FLORIDA OPTOMETRIST
EDITOR . . . . . DR. R. H. PEMBLE

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The Florida Optometrist is published with the view of advancing the welfare of Optometry in Florida. The editors will appreciate your comment and suggestions. Manuscripts and correspondence should be addressed to the editor, Dr. R. Hilton Pemble, 408 Hall Building, St. Petersburg, Florida.

Editorial

Optometry is a profession and not a trade and the department of ethics and economics of the American Optometric Association in a recent bulletin urges optical manufacturers, optical supply houses, independent optical laboratories, advertising councelors, advertising agencies and optical representatives to edit advertising copy and avoid the use of expressions or terms that would imply that optometry is a trade or business when it should be maintained on an ethical plane as a profession. They discourage the use of the word "merchandise" applied to ophthalmic materials and to the word "customer" instead of "patient."

Other misused and objectionable terms are "optical shop" instead of "optical laboratory;" "shop man or mechanic" instead of "technician;" "salesman" instead of "representative;" "business" instead of 'practice;" "sales" instead of "fees;" and many more.

Optometrists themselves often use terms that confuse the public mind and should be careful in this regard.

Many Optometrists still think in terms of selling eye glasses instead of rendering professional services. Optometry's professional advancement program has clearly established, that optometrists are consumers of ophthalmic materials when rendering professional services.

When glasses are prescribed by an optometrist, the material consumed in making the glasses, interprets his findings.

(Continued on Page Seven)

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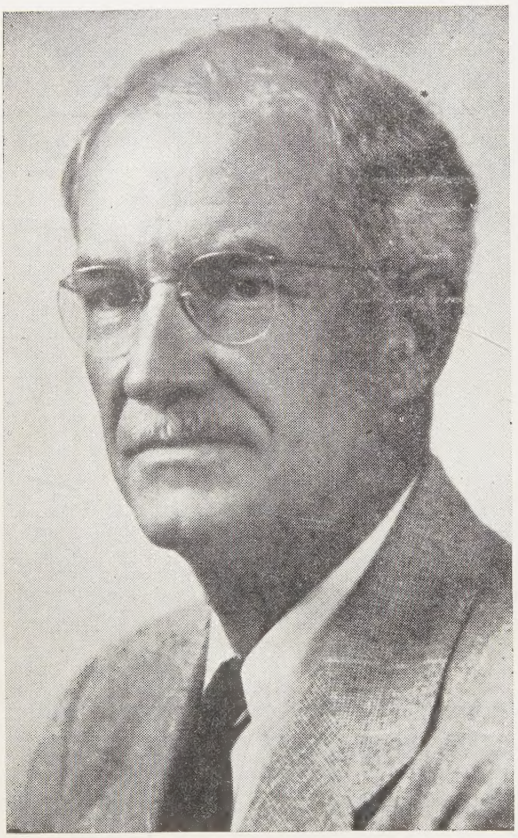
Biographical Sketch Of President



Dr. Walter C. Kennedy

Dr. Kennedy was born in Chattanooga, Tennessee June 1, 1901. Attended schools in Georgia, South Carolina and Florida. Began his career in the employ of The Florida Optical Company of Jacksonville, Florida in September 1918. He was later associated with The Hodge Optical Company of Savannah Georgia.

Graduated from the Needles Institute of Optometry of Kansas City Missouri in May 1924.

After receiving a license to practice from the Florida State Board of Examiners in Optometry he opened his office in Sarasota July 1, 1924 where he has continued to practice to the present time. Dr. Kennedy's office is located in the Halton Hospital Building.

On February 18, 1922 he was married to Lillian Strickland in Savannah, Georgia.

They have one daughter whose name is Lillian. She graduated from the Florida State College For Women last year and will complete a course in Medical Laboratory Technology at Emory University Hospital, of Atlanta, Georgia, early next year.

Dr. Kennedy is a member of The First Methodist Church of Sarasota and has been a member of its Board of Stewards for the past twenty two years. During this time he served two years as Secretary, two years as Treasurer and two years as Chairman.

Is a member of The Masonic Order.

Is a Charter Member of the Rotary Club of Sarasota, having served on its Board of Directors several years. was Secretary three years and was President in 1931-32. He is also a director of the club at the present time and is Chairman of the Rotary Information Committee.

Served on the Board of Directors of the

(Continued on Page Ten)

President's Message

It is very fitting that I, at this time, express to you my deep appreciation for the honor you have bestowed upon me in electing me to the office of President of the Florida Optometric Association.

I accept the honor in a spirit of genuine humility; realizing that with the honor go definite responsibilities and obligations.

As these obligations devolve upon me in accepting the office, there are, just as certainly, obligations resting upon you, the members of the Florida Optometric Association, who honored me by electing me as your president. Therefore, I earnestly solicit your sympathetic understanding and your co-operation as we work together this year. Please be assured that your suggestions will be welcome and that they will be given due consideration.

First, let us endeavor to make our Association NOT an organization of SELFISH COMPETIORS but a truly great Brotherhood of Professional Men; a Brotherhood whose members are sympathetic to each other and to the general problems of our Profession of Optometry.

Second, let us set an example as professional men that will have an appeal to those Optometrists who are non-members in order that they might want to affiliate with our Association. It is vital that our membership be increased if we are to truly represent the Profession of Optometry in the State of Florida.

Officers Of Optometric Association

Optometric Convention Highlights

Dr. Walter C. Kennedy, Sarasota, was elected president of the Florida Optometric Association at the 45th annual convention held at the Suwannee Hotel on June 15-17 in St. Petersburg. Also elected to hold offices during the ensuing year were Drs. Marshall W. Wright, Miami, first vice president; Carroll P. Ezell, Lake Wales, second vice president; S. B. Schumaker, Jacksonville, third vice president; Arthur S. Kitchen, Clearwater, secretary-treasurer.

Although the convention did not officially begin until Sunday morning, the American Optical and Southeastern Optical Companies held a reception on Saturday evening for the early arrivals.

Sunday's activities began with a golf tournament held at the Lakewood Country Club. Dr. Wayne Reichelderfer of St. Petersburg won the "Vance Trophy" for his performance in the tournament.

The convention sessions were officially begun on Sunday afternoon when President George A. Copeland, Jacksonville, called the convention to order. Dr. J. C. DuBose, Vero Beach, presented his lecture, "The Missing Link," at the afternoon educational session. The day's activities were brought to a close with a buffet supper and entertainment at the Lakewood Country Club.

Monday's activities opened with the first business session, followed by a lecture by Robert D. Keller, on "Occupational Vision." His lecture extended into the afternoon, and then Dr. S. Allen Gardner, Chicago, presented a lecture on "Contact Lenses."

The reports of various committees, including the nominating committee, and the election of officers were held during the afternoon business session. The annual banquet was held at the Suwannee Hotel on Monday evening, with Dr.

(Continued on Page Nine)

Let's Stay Old Fashioned

By GIL BREWER

Not long ago I spent an interesting afternoon discussing, with a young acquaintance, the intricacies of modern business procedure. It seems that he was majoring in such highly specialized knowledge at one of our eastern universities, and it was his tactful inference that in the face of his latter day scientific approach to merchandising, we old fogies wouldn't stand a chance.

Business today, he explained, is a highly competitive venture. He pointed out that whereas cost accounting was once considered pertinent in the extreme, the real paths to profits lie through psychological gateways. He declared that business success is based on the same stategy that wins battles—the victory goes to the man who "gets there firstest with the mostest."

"Never give a sucker a break," he said with a grin. "It's a case of the devil take the hindmost. A man has to be alert and on his toes; it's like a game in which you have to be quick to take advantage of your opponents' errors."

When I ventured to remark that he sounded a trifle ruthless, he laughed and said: "Now you've got it . That's the key to the whole thing. Be smarter than the next fellow, and don't get sentiment mixed up in it. You can't be a success if you're going to feel sorry when some other fellow takes a loss. That's business, and if a man can't learn to protect himself, he shouldn't be in business." He laughed again and said: "He won't be long, either."

He went on to tell me about the new psychology in advertising, in buying to sell, and in sales for profit, in the establishment of sound production levels, and many other things that made the average business sound more intricate than a Dagwood sandwich.

When I finally left this potential wizard, I paused on the way home for a double malted milkshake to brace me up. Maybe if I hadn't had it, I'd have tottered into the house and collapsed. It seemed obvious that in the twenty-five years I'd been in business I had just puttered around, managing somehow to avoid bankruptcy and to keep a roof over my family. According to his standards, at any moment, the bubble might burst.

It was while I sipped my milk-shake that I studied the matter. The inference was that I was old fashioned, and that there wasn't any hope for me in this new era of psychology and ruthlessness. So I got to thinking about what being old fashioned meant, and it really took me back.

The fact of the matter is, I got back to the days when I was wearing out the knees of my home-made pants playing marbles. And I asked myself what my mother and father did when other people made mistakes, or had trouble of one sort or another. Did they rush over and attempt to promote a smart deal with a bit of profit in it for themselves. Or if they failed to see a business opportunity in same neighbor's misfortune, did they just yawn and settle back behind the evening paper?

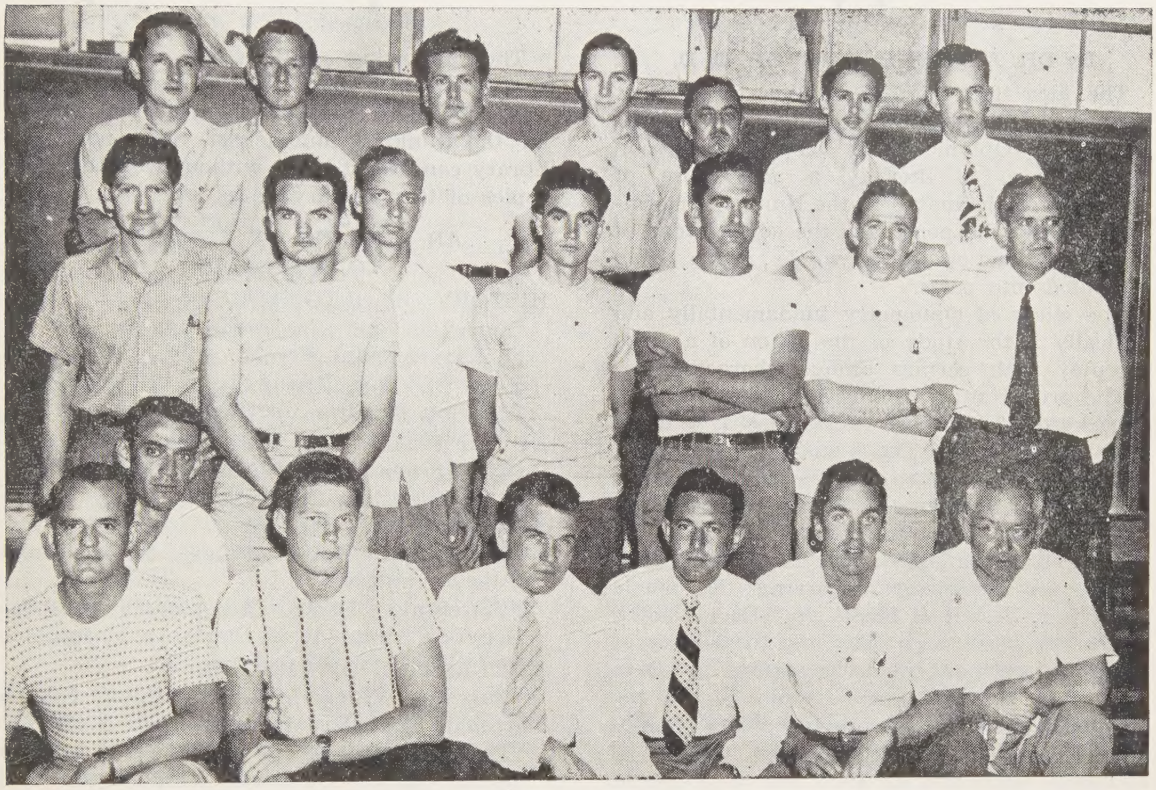
The things I remembered were mighty interesting. If someone was sick in our neighborhood, Mom would get busy and whip together a nice pudding maybe, or a couple of loaves of nice home-made bread. She'd throw an apron over what ever she had and bustle up the street, and often she's sit up all night with folks who were sick, and spend her spare time tidying up their house. She'd mind other people's youngsters, lend (and borrow) coffee, sugar, and what have you, and in general, all of the folks in the neighborhood had the same old fashioned outlook on life.

Pop, I recalled, was the same way. If the fellow down the street broke his lawn-mower, Pop didn't tell him where he could buy a new one; he'd lend him ours. He'd even go over and help him trim his hedge.

For that matter, an out and out business deal was often consummated in a very simple manner. For instance, when Pop needed a bit of lumber, he'd go down town and tell the dealer what he wanted. He wouldn't write out a lot of specifications stating that it had to be number one select, free from knots, surfaced on all sides, and stamped with a guarantee. He'd just mention sizes and quantity, and whether it was to be oak, or pine, or whatnot, and then they'd spend a half hour talking about this and that. If price was mentioned at all, probably the dealer would laugh, and say: "Don't worry about that; I'll make it enough." And Pop would laugh, and later on, when he got around to it, he'd pay for the lumber, and all in all there never seemed to be any indication of high blood pressure.

(Continued on Page Eight)

Southern College Of Optometry



The Florida Students now in attendance at the Southern College of Optometry got together and formed the Florida Club last April. The Florida Club has taken as its objective the Following: To organize for the purpose of expanding our knowledge in optometry and to promote the profession by useful relations with members of the association and other professions for the interchange of information in the welfare of mankind. To maintain and continue educational and technical proficiency in practice and in harmony with true professional standards. All members of the organization shall refrain from any unethical practice and shall strictly uphold the code of ethics of the AOA and the Florida Optometric Association.

The last meeting of the club was held in the form of a Picnic attended by members, their wives and children. The Picnic was a success even though typical Florida showers were encountered. Future activities for the next quarter start with a welcoming banquet for the new Florida men arriving.

The Florida Club would like to extend an invitation to Florida Optometrists to stop by S. C. O. any time they come through Memphis. We would welcome any ideas you may have for the betterment of our Club and its objectives.

Members of Club are Berwyn Clifton, Junius Clifton, William M. Bailey, Donald E. Conant, Harold P. Anderson, Edward A. Johnson, John W. McClane Jr., Porter Martin, Thomas A. Shoaf Jr., Murray Miller, William H. Wood, Marion V. Davis Joseph P. Blumer, William M. Duke, William J. Burroughs, Donald A. McCorkle, Joseph Hirsch. Beckett Quay Waddell Jr., Howard Rees, Jack Anderson, Otho T. Wafford, Richard R. Kipp, David P. Sloarn Jr., Francis W. Murray, Charles M. Pharr, Samuel I. Chernoff, Donald L. Chubb, Thomas A. Smith, Hector Carron Jr., Chester N. Rotter, Henry John Fernandez, Luciano A. Martinez, James Briston Hendrix, Fred Schavie, M. R. Elfen, Jack A. Wheeler, Thomas E. Cole, A. C. McKeown, E. K. Walker, Woodward McPherson, Eugene R. Cantrell, Jack A. Wheeler Farris M. Smith, Jack Daley.

An Approach To Optometry

By DR. A. M. SKEFFINGTON, O. D.

The idea that there is no literature extant on this whole problem of Molar thinking as applied to Optometry, is very definitely in error. There is literally a vast store of literature on the matter of the Human Performance Sensory Response and the general idea of organismic action as a whole rather than separated into parts.

The study of Optometry fundamentally and basically is the study of the action of a sense receptor with certain unique characteristics.

The proper study of this, of course, requires a background and that background is a fairly well defined one. The history of Optometry has never been written. The legislative history has been written but the history of Optometry is a different one; the history of Optometry as organized thinking, is the history of man's search for knowledge regarding the whole process of how man identifies reflected light.

Now we have to go back into the history of sensation and perceptions as applied to vision and then naturally one would study the development of the sensory receptor in phylogenitic development of the race. There is abundant literature on that and the best of course is the one you are given.

Then the Anatomy of Retina, micro-anatomy of retina becomes of increasing importance. A whole new world requiring intensive attention has been developed. So one can go right down the outline and see unfolding before him, as he reads and studies, a whole picture of how man operates a sense receptor and how he operates this particular one for light.

There is a very, very large amount of literature on Motor Theory that goes a way back. It is not essentially new. It has been definitely within the concept of competent scholars for many centuries.

The application of all this in our particular field of Optometry, I have left blank on this list—for obvious reasons—because the implementing of this whole scientific approach as it relates to the fitting of lenses and the reorganization of visual behavior has come out of the thinking of the works and contributions to the Optometric Extension Program.

Here then is the answer to the man who says there is no literature. There is immense literature but nobody seems to have realized that it applies to this field.

The following outline of approach to Optometry is a basic list of required books and articles to be used as a starting library for the thinking Optometrist. No optometric library can afford to be without well thumbed copies of this primary series.

AN OUTLINE OF APPROACH TO OPTOMETRY

HISTORY OF OPTOMETRY—

"Sensation and Perception in the History of Experimental Psychology." Chapter on Vision. Author, Boring, E. G. $4. Publisher, Appleton Century Co. New York.

DEVELOPMENT OF THE EYE—

"The Vertebrate Eye." Author, Gordon Walls. $6.50. Publisher, Cranbrook.

ANATOMY OF RETINA—

"The Retina." Author, Polyak, S., $10. Publisher, Cranbrook.

"Vetrebrate Photo Receptors." Author, Detwiler, Samuel R. $4. Publisher, Macmillan.

MATURATION OF THE EYE—

"First Five Years of Life." Author, Gesell, Arnold. Publisher, Harpers, New York. $4.

"The Embryology of Behavior." Author, Gesell, Arnold. Publisher, Harpers. $5.

"The Child from Five to Ten Years." Author, Gesell, Arnold. Publishers, Harpers, New York. $4.

Ling, dissertation on development of eye movements. Source, Journal of Genetic Psychology, 1942, pages 227-277.

SENSE RECEPTORS—

Paul Nafe on the Skin; Samuel Renshaw on the Eye; Florence Newman on the Tongue. Source; Current writings.

PHYSIOLOGY—

"Physiology of Nervous System." Author, Fulton, J. F. $9. Publisher; Oxford University Press, New York.

"Bodily Changes." Author, Cannon, Walter B. $3. Publisher, Appleton Century Co.

NEUROLOGY—

"Vision." Author, Bartley, S. Howard. $3.50. Publisher, Macmillan.

"Introduction to Neurology." Author, Herrick, Charles J. $3. Publisher, Saunders.

EXPERIMENTAL PSYCHOLOGY—

"Introduction to Experimental Psychology." Author, Boring, Edwin G. $5. Publisher, Appleton Century Co.

(Continued on Page Eleven)

On Intra-Professional Relationship

By DR. S. G. SCHNEIDER

So much has been written and said about inter-professional relationship, that it is this writer's belief that the time has come to champion the cause of "intra-professional relationship."

Recent articles published in Optometric journals throughout the world are calling for a greater brotherhood and better understanding among optometrists. A quick glance about us, especially at the associated professions such as medicine, will best set the example of a strong intra-professional relationship. In many communities throughout the country, a referal from a medical physician to a member of an outside profession is almost unheard of.

A recent item in one of our national journals called upon Optometrists to consider the problem of referring to a fellow Optometrist. True, there are few services that a proficient optometrist will not perform in his own office, but how about Contact Lenses and Visual training?

Too often we hear that Dr. "So and So" has decried the use of contact lenses. A quick check will often show that Dr. So and So, has decried the use of contact lenses for one of few reasons. Perhaps he has not read his journals on the advancements made in this particular field or possibly he has read too many glamour magazines and thrown his hands up in disgust. Perhaps he has not had the time to go into the study of the particular field, or it may be that he took one unsuccessful "fling." But, the reason, the true reason, that so many Optometrists refuse to refer patients is the thought of losing that patient. Yes, I too, would avoid referring a patient for either contact lense work or visual training practitioner who also refracts and dispenses glasses.

What then is the solution to the problem? First let us look at the side of the specialist. I have had many opportunities to talk to men who are specializing in either contact lenses or visual training and in almost every case they have had excessively long "starvation period" or carried on a regular refraction practice along with their specialty, until the field of specialization could amply support them. But, is there a quicker way? I believe there is, but it requires a true understanding of intra-professional relationship. I belive that the specialist who would seek the cooperation of his fellow optometrist, must pledge himself, to refer the patient back to the referring doctor upon completion of the case and whenever possible, call the referring doctor in for consultation on the progress. Of course, the referring doctor must take the initiative. The procedure of referring a patient will vary from doctor to doctor and from patient to patient, but emphasis must be made that the referal is made because of the more intricate knowledge necessary to complete a given task successfully.

EDITORIAL

(Continued from Page 1)

Lenses, temples, frames, mountings and centers represent the materials that an optometrist uses to correct a visual condition, just as artificial teeth, porcelain, plastic, gold and silver, represent the materials that a dentist uses to correct an oral condition.

Glasses that are especially prescribed for an individual patient by an optometrist, cannot be classified as a commodity, any more than a denture prescribed by a dentist, could be classified as a commodity.

Optometrists render professional services. Professional knowledge, skill, and time are required for an examination and refraction, whether it is visual training or a prescription for glasses. The fee an optometrist charges for his services includes the cost of material consumed when glasses are prescribed.

FLORIDA STATE BOARD OF OPTOMETRY MEETING

The Florida State Board held its annual meeting and examination in St. Petersburg July 17th to 20th. Thirty candidates for license were examined and the annual election of officers was held. The following officers were elected: President, Dr. Tom Moore of Tallahassee; Vice-president, Dr. J. M. Morqus of Arcadia; Secretary-Treasurer, Dr. H. C. Bumpous. Dr. Morqus was named chairman of the law enforcement committee. A special meeting will be held at Panama City August 31st and September 1st.

Some men have a good head for figures others have a good eye for them.

The hand is quicker than the eye explains why there are so many black ones.

Florida Optometric Fund

KARL K. EYCHANER, Chairman

Reports of the activities of the Florida Optometric Fund are made each year at the State convention and then published in the Florida Optometrist for the benefit of those who could not attend.

For the year 1946-47, we had 37 paid up members:

Total Collections	$2639.00
36 registration fees at $25.00 each paid the Fla. Board of Optometry	$ 900.00
37 association dues at $21.00 each paid the State & National Assos.	277.00
37 insurance premiums at $5.00 each	185.00
The balance was distributed to the following accounts:	
Public Relations	185.00
Legislation	370.00
General Fund	222.00
Total	$2639.00

The discussion at the St. Petersburg convention and the changing of conditions make it necessary to rearrange the divisions of the money paid into the Optometric Fund. It was decided at this meeting that the amount would be increased to $100.00. The $25.00 fee to the State Board of Optometry, of course, remains the same. The $21.00 goes to pay $6.00 to the State and $15.00 to the National Associations. These two items will probably remain fixed for the present. The $5.00 premium for a Group Mal-Practice Insurance policy also will remain the same. Protection of this nature should be considered by every optometrist. $10.00 should go in the Public Relations fund. Direct connection with the national office of Public Relations gives us the opportunity to put many pieces of literature before various divisions. Such as the parent teachers associations, safety division of Highway Patrol, instructors in charge of children with reading problems in our public schools, and the 150 public and school libraries in the state, etc. A well rounded program of this kind is very essential. However, better cooperation from optometrists could make more contacts in essential places. $39.00, which is the balance of the $100.00, goes to a legislative fund. This to be used when some amendments are to be attempted or to protect the present law if attacked or threatened. You all know what is meant by the above statement. How many times are we called upon for emergency money during our State legislature meets. We need money then and need it in a hurry! Why not have a fund ready before the legislature meets? If the Optometrists will join the Fund and lay aside this amount for two years, I see no reason why the Legislative Chairman should call on these members for any more than what they have put in the Fun—Looks like this would be an ideal plan. Summing up these amounts, you notice one thing, you pay no money in that you do not get 100% benefit in return. You will notice that the Convention Registration fee is omitted, for two reasons. We set aside on our books $5.00 for Registration, but the fee was raised this year which complicated matters; also, the ones who did not attend the convention were charged for it anyway. This does not seem just right, so in the future, each member will take care of his own registration. We are returning $5.00 of the $10.00 fee paid to all those who attended this year.

This is an appeal to the practicing Optometrists in Florida to join the Fund and help carry on the work that is necessary if we are going to have a progressive profession. When a profession stops growing, it is time to take inventory.

If there is any part you do not understand or would like to have a further expanation, write Karl K. Eychaner, General Chairman of "The Florida Optometric Fund, 910 Tampa Theatre Bldg., Tampa, Florida.

Let's Stay

(Continued from Page 4)

With these few recollections to bolster me up, I really probed into this matter of being old fashioned. And the more I studied this outmoded procedure, I seemed to detect some underlying principle that my young informant had overlooked. I finally decided that the best thing to call it is cooperation. And I'm here to say that if they don't teach that in college today along with what was tendered to me as "the psychology of finance," we'll be heading for a depression that will knock the bottom out of a cyclone cellar.

Girls who shut their eyes when they are being kissed seldom do when anyone else is.

Convention Highlights

(Continued from Page 3)

Andrew H. Holloway, St. Petersburg, serving as toastmaster. The newly elected officers were installed and the remainder of the evening was devoted to entertainment and dancing.

"Selecting the Proper Bifocal" was the topic of Robert Keller's final lecture on Tuesday morning which brought to a close the educational sessions.

The Association voted to recommend Miami Beach as the next national convention site. If Miami Beach is chosen, the next national convention would be hosted by the new Southeastern Florida Association.

Dr. Pemble was reelected editor of the Florida Optometrist. Credit for the fine program offered at this convention should go to Dr. Halloway, chairman, and his assistants, Drs. H. C. Bumpous, R. H. Pemble, W. W. Reichelderfer, D. C. Babcock, P. Benjamin, C. J. Knerr, W. Kennedy, Mr. Frank Evans, and Mr. W. V. Thompson.

The final business meetings were held, Tuesday morning and the convention was adjourned.

Doctors S. G. Schneider, S. A. Gardner, Wayne Reichelderfer, G. T. Newberry, H. C. Bumpous, Sidney L. Norman, W. H Koblenz, L. Feinberg, R. H. Pemble, R. R. Bradford, C. J. Knerr, J. B. Tellman, Agnes Sutton, L. W. Stebbins, George Sacks, A. H. Holloway, G. A. Copeland, Lemard Barker, A. T. Chalmers, W. D. Newberry, A. S. Kitchen, Karl Eychaner, J. M. Marquis, J. T. Loomis, Phillip Benjamin, Carroll J. Ezell, J. V. Giddens, S. B. Schumacher, A. C. Wilhelm, A. A. Odom, J. C. Dugue, Charles Rhyon, Leonard Glickstein, Herbert Heiden, Marshall Wright, Jack Widdersheim, M. W. Pace, Tom Moore, Arthur Hirsch, Coffee Littleton, Donald Babcock, Jacqueline Turner, Walter C. Kennedy, B. Gonzalez, A. Musgan Roddy, G. T. Hughes, John R. Keene, L. B. Mayer, Fred D. Gudbaur, A. C. Haughton, Charles Beckwith, and Sidney H. Moss.

Supply men: Jim Jarvis, Univis Co.; E. A. Howard, American Optical Co.; Al Hersch, Southeastern Optical Co.; Ray Goodwill, Southeastern Optical Co.; Ralph J. Macauley, Southeastern Optical Co.; A. M. Sutton, American Optical Co.; Bill Gremer, American Optical Co:; E. R. Ross, Keystone View Co.; Frank Evans, Southeastern Optical Co.; C. E. Ray, Ray

(Continued on Page 10)

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RAY OPTICAL COMPANY

22 North Hogan Street — Jacksonville, Florida

Convention Highlights

(Continued from Page 9)

Optical Co.; Charles Ray, Ray Optical Co.; Russ Powell, Continental Optical Co.; Bob Killer, Bausch and Lomb Co.; W. D. Thompson, American Optical Co.; Bill Davis, Southeastern Optical Co.; M. H. Weaver, American Optical Co.; H. B. Nicholson, American Optical Co.

Biographical Sketch

(Continued from Page 2)

Chamber of Commerce several years and was President of the Chamber in 1933-34. At the present time Dr. Kennedy is Chairman of the Beach Erosion Control Committee of the Chamber of Commerce. Was a member of the City Council of the City of Sarasota for two terms.

His favorite sport is FISHING.

He has no hobby.

Mention the OPTOMETRIST in answering advertisements.

Join your association, boost it, pay your dues promptly.

OCOS ELECTS OFFICERS

The Orange County Optometric Society recently elected the following new officers: Dr. Leonard Barker, Pres.; Dr. Earle Lowry, V. Pres.; Dr. Chas. Persons, Sec't. Treas,

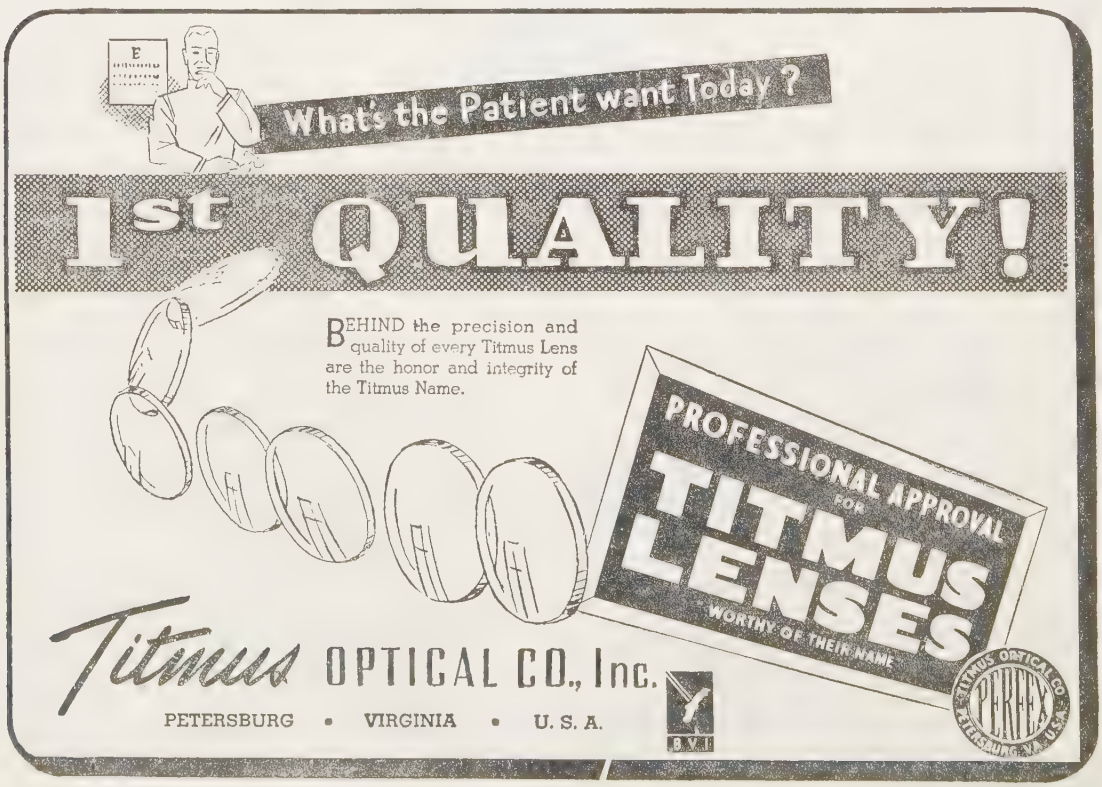
At this meeting it was voted to eliminate all classified ads from the telephone directory for members of the Society. All members are listed in regular type with the notation "Member of the Orange Count Optometric Society." Meetings of the Society are held on the first Friday of each month.

DR. L. L. WILSON TAKES OVER OFFICE OF LATE DR. KNOX

Dr. L. L. Wilson, optometrist, formerly of Newnan, Ga., has taken over the office and practice of the late Dr. R. L. Knox on West Indiana Ave., DeLand.

Dr. Wilson, who is a native of Brookhaven, Mississippi, is a graduate of the Southern College of Optometry at Memphis, Tenn. He was engaged in practice of his profession at Newnan before coming to DeLand. He is "sold" on Florida, and picked DeLand as a place to reside.

Patronize OPTOMETRIST Advertisers.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BEHIND the precision and quality of every Titmus Lens are the honor and integrity of the Titmus Name.
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PERFEX

An Approach to Optometry

(Continued from Page 6)

PSYCHOLOGICAL OPTICS—

"Principles of Gestalt Psychology." Author, Koffka, Kurt. $6. Publisher, Harcourt.

Renshaw. Source; Current writings in Optometric Extension Program papers and in Psychology Magazines.

Kohler.

Halstead. Source: Current writings.

MOTOR THEORY—

"The Organism." Author, Kurt Goldstein. $4. Publisher, American Book.

"Human Variability." Author, Dodge, Raymond. $2.50. Publisher, Yale Univ. Press Survey Oxford Press.

Renshaw; Nafe; Raupe; Verworn; Bishop Berkeley (1709); Washburn. Stratton (Journal of Experimental Psychology, 1902); Langfeld; Dewey (1897); Mach; Marina (1915); Wm. James; Hughlings Jackson; Weiss; Statson; Jacobson (University of Chicago); Sources, Current Writings.

VISUAL SPACE—

The Theory and Practice of lens application based on molar theory. Source, Optometric Extension Program papers.

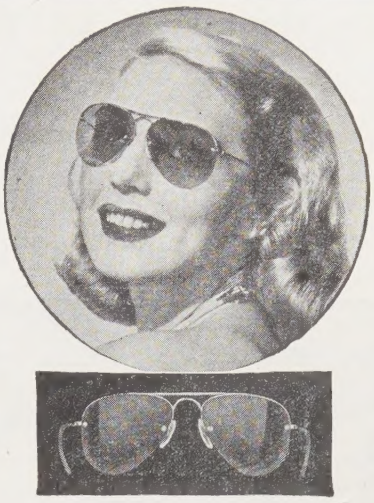
Extension Program Seminar

On September 3rd, and 4th, there will be a two day session conducted by Dr. A. M. Skeffington at the Floridian Hotel, Tampa, Florida. The first session will start at 7:30 Wednesday evening, continuing through the next day. This is the first notice that has been sent out since the war. There will be no fee connected with these lectures. An invitation is extended to every Optometrist in the State and to his Assistant. The plan is outlined to start at the beginning so it makes no difference where you are in the papers. Everyone starts on the same basis. This is a mighty good time for the new Optometrists in the State to start their practice with this tried and proven line of procedure.

Remember—Everybody is invited!

There will be sessions at 3 P. M. and 7.30 P. M. on Wednesday, September 3rd, and also at 10 A. M. and 1:30 P. M. on Thursday.

State Director of Extension
Dr. E. M. Ingram
Program in Florida.



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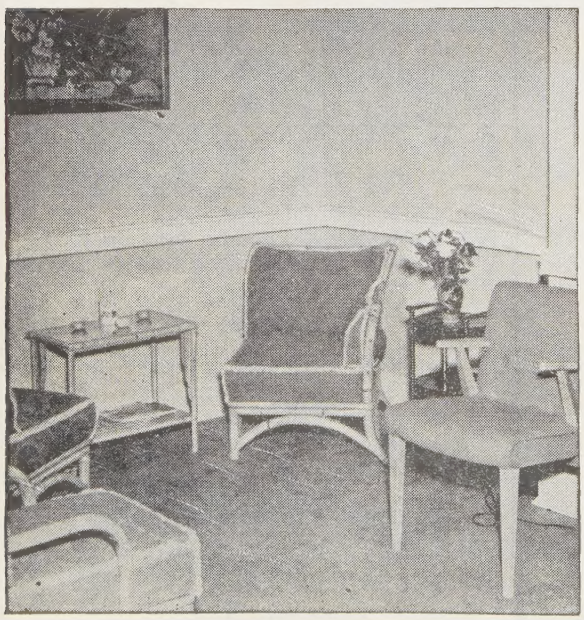
UPSTAIRS PROFESSIONAL OFFICE . . . Restraint and dignity characterize, this upstairs optometric office. In appearance, it is infinitely preferable to the display-front establishment and makes a much more favorable impression on the public. The practitioner himself finds it a more satisfactory background for his professional services.

"Practicing optometry here in offices upstairs where other professional men are located has improved our standing among other practitioners and added to the confidence of our patients."

Dr. J. Molenaar
Dr. Wilbur R. Pond
Chicago, Ill.



A MODERN PROFESSIONAL RECEPTION ROOM . . . Here is a good illustration of the effective use of limited space. The reception room is light, comfortable, and attractive; without displays or the slightest suggestion of commercialism. It cannot help but create a favorable impression on patients and foster professional prestige.

"Since opening an office on the sixteenth floor, I find people will come who resented a store, and the number of referred cases is much larger.

Dr. J. Joe Marsh
Memphis, Tenn.

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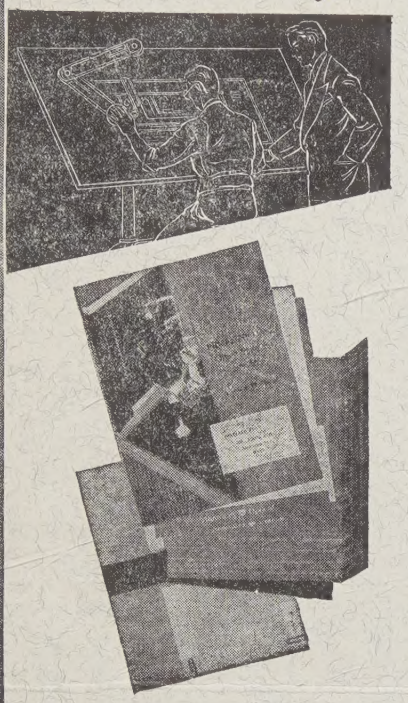

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